

I CLAIM:

1. A scratch off lottery ticket comprising:
a first ticket portion sponsored by a lottery, said first portion including a game of
5 chance; and
a second ticket portion sponsored by a non lottery party, said second portion including
potential prize giveaways associated with the business of the non lottery party.
- 10 2. The lottery ticket of claim 1 wherein the non lottery party is a casino.
3. The lottery ticket of claim 2 wherein the potential prize giveaways include one
or more of the potential prizes in the group consisting of cash prizes, free casino play
and discounted or free casino amenities.
- 15 4. The lottery ticket of claim 3 wherein the ticket further comprises a bar code
readable by a game device such that the free casino play may be redeemed by
inserting the portion of said ticket including said bar code into said game device.
- 20 5. The lottery ticket of claim 1 further comprises a perforation for separating the
first and second ticket portions from one another.
- 25 6. A scratch off lottery ticket comprising:
a first section for providing a game of chance wherein game prizes are
redeemed through a lottery system; and
a second section for offering rewards associated with a non lottery entity
wherein said rewards are redeemed at a location operated by the non lottery entity
location.
- 30 7. The scratch off lottery ticket of claim 6 further including a means for
separating the first section from the second section.

8. The scratch off lottery ticket of claim 7 wherein the means for separating the first section from the second section is a perforation.
- 5 9. The scratch off lottery ticket of claim 6 wherein the non lottery entity is a casino.
10. The scratch off lottery ticket of claim 9 wherein the rewards comprise free casino play, drawings for cash, and discounted or free casino amenities.
- 10 11. The scratch off lottery ticket of claim 10 further comprising a bar code readable by a casino game device such that the free play is redeemed by inserting said bar code portion of said ticket into said game device.
- 15 12. A scratch off lottery ticket comprising:
a first section offering a game of chance; and
a second section offering game device credits.
- 20 13. The scratch off lottery ticket of claim 12 further comprising a bar code readable by a game device such that said device credits are redeemed by inserting the portion of said ticket including said bar code into said game device.
- 25 14. A scratch off lottery ticket system comprising:
a scratch off lottery ticket having a section offering game device credits, said ticket further having a bar code; and
a plurality of networked game devices, each said game device having a bar code or optical reader for receiving at least said bar code portion of said ticket for automatically dispensing said credits to said game device.
- 30 15. The system of claim 14 further comprising player tracking cards readable by a card reader integrated into each game device.

16. The system of claim 15 wherein players accumulate points based on play, said accumulated points redeemable for prizes.
- 5 17. The system of claim 15 wherein players accumulate points based on play wherein said points are pre established and directly related to the specific scratch off ticket inserted into said game device.
- 10 18. The system of claim 14 further comprising one or more central servers linked with each game device.
19. The system of claim 18 wherein the one or more central servers store and distribute games to the game devices.
- 15 20. The system of claim 14 wherein the networked game devices are each located in a state which manages the system.
- 20 21. The system of claim 14 wherein each game device offers a player a selection of multiple games.
22. A method of conducting a scratch off lottery ticket program comprising:
providing scratch off lottery tickets offering at least a game device credit prize;
providing one or more game devices, each device including means for acquiring a
number of winning game device credits from said lottery tickets and causing any
25 winning game device credits to be placed on said game device;
providing means for tracking play of said one or more game devices;
awarding player points based on the tracked play; and
offering prizes in return for accumulated points.
- 30 23. The method of claim 22 wherein the means for tracking play comprises a player tracking card.

24. The method of claim 22 wherein the ticket comprises a first section dedicated to a game of chance and a second section dedicated to offering the game device credits.

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25. The method of claim 22 wherein the one or more game devices are video lottery terminals.

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26. The method of claim 22 wherein the one or more game devices are linked to one another.

27. The method of claim 22 wherein each game device is linked to a central computer or central server.

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28. The method of claim 27 wherein the central computer or central server stores games and provides them to the game device upon a player selection.

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29. The method of claim 22 wherein the means for acquiring the number of winning game device credits from said lottery tickets is a bar code reader or optical reader.

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30. A method of conducting a lottery ticket program comprising:
providing one or more game devices, each game device including a means for acquiring information from lottery tickets; and
providing bonus play on the one or more game devices in response to the one or more game devices acquiring the information from the lottery tickets.

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31. The method of claim 30 wherein the means for acquiring the information is a bar code reader or optical reader.

32. The method of claim 30 wherein the bonus play is provided during

pre established time intervals.

33. The method of claim 30 wherein the bonus play is provided during randomly selected time intervals.

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34. The method of claim 30 wherein the bonus play is provided for only non winning lottery tickets.

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35. The method of claim 30 further comprising providing a progressive jackpot corresponding to only non winning lottery tickets.

36. The method of claim 30 wherein the one or more game devices are slot machines.

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37. A game device comprising:
means for acquiring information from a lottery ticket wherein said acquired information is used to determine an amount of bonus play; and
means for providing said bonus play during limited time intervals.

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38. The game device of claim 37 wherein the limited time intervals are pre established or randomly established.

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39. The game device of claim 37 wherein the means for acquiring information is a bar code reader or optical reader.

40. The game device of claim 37 wherein the means for providing the bonus play during select time intervals comprises at least a device processor.

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